

**PERSONAL DATA REPOSITORY**

Abstract of the Invention

A method and apparatus are provided for controlling access to stored personal data of a user. A user indicates which portions of personal data of the user stored in a personal data repository are releasable to a second party. The user and the second party reach an agreement regarding use, by the second party, of any portions of the personal data in the personal data repository. The portions of the stored personal data in the personal data repository are released to the second party according to the agreement. The agreement includes what items within the personal data repository can be used by the second party. Only those items which, according to the agreement, can be used by the second party are released to the second party. In another embodiment of the invention, a method and apparatus are provided for selectively sending information. A trusted party device receives a request to send information. A user device is selected to receive the vendor information based on a willingness to receive the vendor information indicated within the stored personal data about the user. The vendor information is sent to the selected user device. Other aspects of the invention include a machine readable medium including instructions for a processor in a device to perform the methods described above.